

UNIT 2 - FUELS

SECTION 4 - ACROSS THE CURRICULUM (ART, LANGUAGE ARTS)

Advertising involves:

CREATING AN ADVERTISEMENT

Background Information

Advertising is the communication of information about goods, services, or ideas through various **media**, usually paid for by identified sponsors, to groups of people, usually to persuade a segment of the population to buy goods, use services, accept ideas, or otherwise change their behavior.

Advertising can influence public policy on topics like alternative fuels. Growing public concern about the environment and U.S. dependence on foreign oil has accelerated the development of new domestic sources of power for vehicles. Advocates for alternative fuels say that importing less oil and using more domestically produced fuels will reduce air pollution and help increase U.S. energy security.

This unit explores how advertising communicates issues related to the alternative fuels that are covered elsewhere in *Alternative Energy*.



Advertising can be classified by:

Target audience	e.g., consumers, business decision makers, males 18-34 years old
Geographic area	e.g., Amarillo, Texas, the Southwest, the United States or a specific neighborhood
Medium	e.g., newspaper, radio, television, billboard, direct mail
Purpose	e.g., generate sales, encourage action, increase awareness of a product

Advertising involves:

What

The communication of information about goods, services or ideas...

How

in a non-personal way*, through various media **communication methods**, usually paid for by...

Who

identified sponsors, to groups of people...

Why

usually to persuade a segment of the population to buy goods, use services, accept ideas, or otherwise change their behavior.

Figure 2-4-1

Advertising involves...

* "Non-personal" refers to communication through a method other than one-on-one contact (such as a personal appearance) or event (such as a speech or publicity stunt).

**CREATING AN ADVERTISEMENT
INVESTIGATION CONT.****Some of the functions
of advertising as a
marketing tool are:***To identify products and differentiate them from others**To communicate information about a
product, its features, and their **benefits****To persuade consumers to try a new
product, and to suggest re-use***Figure 2-4-2 Functions of advertising**

Most advertisements in the **mass media** (television, radio, newspapers, and magazines) are consumer advertisements sponsored by the manufacturer of a product or a dealer who sells the product. They are typically directed at consumers, people who will buy the product for their own or someone else's personal use. In this assignment you will pretend to be a member of an advertising firm that is trying to land an account with a large energy company. The company wants to develop **campaigns** that promote alternative fuels to consumers in five areas around the country, and has asked your firm and another firm to submit "**strategies** and **concepts**."* Your firm's strategist has decided the campaign in each area should be for a different fuel, depending on its suitability for the area.

Activity

Your advertising firm has split up into six teams. Each team's job is to develop a new advertising campaign that promotes and informs the public about the **benefits** of one fuel: electricity, ethanol, fuel cells, methanol, natural gas, or propane. The energy company will review these ads and those submitted by other advertising firms to decide which firm to hire.

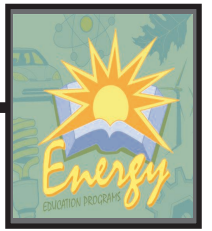
Your strategist has decided to use **print media** for the campaigns. The client will be asked to buy a full-page magazine advertisement.

You have creative freedom to craft your advertisement, but you need to cover at least one benefit of your assigned fuel in each of the following categories:

- Environmental benefits (such as lower emissions)
- Economic benefits (such as less vehicle maintenance)
- Safety and health aspects for consumers (such as toughness of fuel tanks)

Remember, your claims must be supported with facts. Shady or false claims could backfire for your potential client and lose you the account.

**Strategies are the "how" of the campaign. For example, a strategy might be to portray the product as being readily available for refueling and to have, as a target audience, women over 55. "Concepts" are the "what" of the campaign. One concept might have a famous woman spokesperson telling the target audience (women over 55) that a fuel is readily available, so they won't need to worry about being stuck with an empty tank.*



CREATING AN ADVERTISEMENT INVESTIGATION CONT.

Materials

construction paper
poster board
markers
tape
notebook paper
glue
scissors
paper
paint

Procedure

1. Bring three examples of energy advertising to class with you.
2. Using your own notebook paper, identify the what, how, who, and why of each.
3. Next, identify the target audience, geographic area, medium, and purpose of the examples on the same piece of paper.
4. Attach your paper to the advertisements.
5. Plan and prepare your advertisement based on the scenario in the background information. You will be presenting (pitching) your idea to the class in a formal three-to-seven minute presentation. If you have any other questions or need additional support, ask your CEO (teacher).

Creating an Advertisement Resource List

<http://www.writesite.org/default.htm>

ThinkTVNetwork

Multimedia language arts curriculum that makes the process of telling a story fun. Students take on the role of journalists generating leads, gathering facts, and writing stories using the tools and techniques of real-life journalists.

www.chron.com/content/chronicle/editorial/index.html

Houston Chronicle

Daily online publication of the newspaper's editorials and editorial cartoons.

www.webenglishteacher.com

Online resource for lesson plans, activities, puzzles, videos, images, and databases related to writing assignments.

CREATING AN ADVERTISEMENT INVESTIGATION CONT.

<http://www.bly.com/Pages/documents/HTPFAC.html>

Robert W. Bly, Copywriter, Consultant and Seminar Leader

"How To Prepare for a Copywriting Assignment"— a primer on advertising copywriting techniques.

www.epa.gov/otaq/consumer/06-clean.pdf

Office of Transportation and Air Quality, U.S. Environmental Protection Agency

"Clean Fuels: An Overview" compares the advantages and disadvantages of individual alternative fuels.